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ABSTRACT

This book is a guide to surveying and understanding the key issues, best practices, and new developments in business and management studies. The chapters focus on teaching and learning in business and management education. The chapters are: (1) "Traditions and Tensions" (Bruce Macfarlane and Roger Ottewill); (2) "Understanding Learners" (Roger Ottewill and Bruce Macfarlane); (3) "Educational Challenges" (Roger Ottewill and Bruce Macfarlane); (4) "Aims, Objectives and Learning Outcomes" (Roger Ottewill and Bruce Macfarlane); (5) "Learning, Teaching and Assessment Activities" (Roger Ottewill and Bruce Macfarlane); (6) "Integration" (Bruce Macfarlane and Roger Ottewill); (7) "Reflection and Evaluation" (Bruce Macfarlane and Roger Ottewill); (8) "Business Environment" (Ranald Macdonald); (9) "Business Organisation" (Ardha Danieli and Alan B. Thomas); (10) "Business Ethics" (Bruce Macfarlane and Roger Ottewill); (11) "International Business" (Karina Jensen); (12) "Strategic Management" (Peter L. Jennings and June Fletcher); (13) "Marketing" (Andrew Perkins); (14) "Innovation and Entrepreneurship" (Philippa Gerbic and Andrew McConchie); (15) "Anticipating the Future" (Bruce Macfarlane and Roger Ottewill); and (16) "Professional Development" (Roger Ottewill and Bruce Macfarlane). Each chapter contains references. (SLD)